

## ROUTING AND RECORD SHEET

SUBJECT: (Optional)

DCI Staff Meeting Item

FROM: Clifford D. May, Jr.  
Acting Deputy Director  
for Administration

EXTENSION

NO.

DDA 79-2689

DATE

14 August 1979

TO: (Officer, designation, room number, and building)

DATE

OFFICER'S INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1. Director of Personnel  
5-E-58

Harry:

See attached. Put this on your tickler.

The discussion at the staff meeting centered around the work involved in processing 5,000+ inquiries. It was noted that the free publicity might have sparked too much interest particularly on the part of kooks and curiosity seekers. The questions we need to answer are:

-What was the total cost involved in this effort?

-How many qualified applicants did we identify?

-How many did we EOD? And,

-Was it cost-effective?

Attachment

Distribution:

Original PRS / D/OP w/att

1 - DDA Subject w/att

1 - DDA Chrono w/o att

1 - CDM Chrono w/att

DD/A RECEIVED  
79-2689

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Extract from the Staff Meeting of 13 August 1979

DDA  
13 August 1979

25X1

May reported continuing high response to the recruitment ad campaign; he said the press is claiming we have had over 5,000 responses. Noting his chat with recruiter [redacted] the Director advised that an evaluation be made to determine if what we got out of this campaign was worth the effort. May said this would be done. (Action: DDA) (C)

14 August 1979

The Director of Personnel will prepare an evaluation of the ad campaign when we are able to determine the degree of success in terms of qualified applicants and EOD's. This may require about 5 or 6 months.

Clifford D. May, Jr.  
Acting Deputy Director  
for  
Administration

Distribution:

Original - ES  
1 - DDA  
1 - D/OP

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